



Meeting Notes

Signage Focus Group Meeting

8:30 a.m. – Thursday, June 11, 2009

APS Conference Room, 101 West Cherry Ave, Flagstaff, AZ

1. Welcome and Introductions

Meeting was called to order by Chair Phil Keesee at 8:30 a.m.

In attendance:

Ed Larsen, City of Flagstaff
Gerry Craig
Phil Scandura
Chuck Ley, City of Flagstaff
Steve Nelson
Crystal Bowen
Craig Watkins

Jim McCarthy
Mark Sawyers, City of Flagstaff
Neil Gullickson, City of Flagstaff
Greg Brooks, City of Flagstaff
Karl Eberhard, City of Flagstaff
Hillarie Nickerson

2. Recap of Focus Group Purpose

Chair Keesee gave a recap of purpose of the Neighborhood Focus Group and went over the ground rules that were to be followed in the meeting.

3. Discussion:

At the last meeting the Group came up with a list of issues for consideration and these were presented to the Group to decide whether these items would need further discussion; if they were applicable to the issue of Signage or if they should be forwarded to other Focus Groups for discussion and whether there were new ideas that should be added to the list. The Group came up with the following:

RESOLVED ISSUES:	FURTHER DISCUSSION
1. Banner & A-Frame (permits)	1. Review process (clarification, consistency)
2. Enforcement [raising the bar] Maintenance improve	2. Aesthetic (definition)(where are standards) Letter height
3. Easy to understand & use - readability	3. Off site signage
4. No billboards	4. New technology – marquee signage
5. Historic (within districts) Modifications	-community signs/kiosk – LED signs – lumens
6 Balance/Trade offs	-Output – colors/logos – diffusers, animation,
7. Political signs (finish writing)	5. Design enhancements
8. Reference/include HDRO sign requirements	6. Height & size
	7. Transects (need briefing)

	8. Sign illumination – sustainability- dark skies
NOT APPLICABLE:	NEW ITEMS:
1. Admin. Issues	1. Architecture as a sign
– out of business	2. Variances (process & procedures group)
- zoning report	3. Major or minor road definition
- rental/lease property signs	4. Test new code with scenarios
- vacant property signs	5. Fee Schedule
- enforcement (staff, funding)	6. Amendment (exceptions)
	7. Impact on trees/resources

Mr. Keesee asked the Group to focus on the issues identified and to review and rate the top five (5) issues before the next meeting.

4. Next Meeting: Thursday, June 25, 2009, 8:30 a.m.
5. Adjournment at 10:00 a.m.